

## Statewide Lodging Performance by County Fourth Quarter 2007

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2007	% Change	2007	% Change	2007	% Change	2007	% Change	2007	% Change
Apache	54.5%	3.1%	69.38	11.8%	37.80	15.1%	49,722	3.7%	91,264	0.5%
Cochise	61.8%	-9.7%	66.08	12.6%	40.84	1.7%	156,471	0.0%	253,142	10.8%
Coconino	56.0%	4.8%	75.35	8.7%	42.17	13.9%	530,577	4.4%	948,044	-0.4%
Gila	58.3%	-8.5%	72.25	9.6%	42.11	0.3%	57,608	-8.5%	98,838	0.0%
Graham	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	62.7%	-4.4%	119.81	4.1%	75.16	-0.5%	2,975,496	-2.8%	4,743,071	1.7%
Mohave	51.5%	1.4%	68.00	-0.6%	35.01	0.8%	201,233	1.0%	390,815	-0.5%
Navajo	59.2%	6.8%	58.83	6.2%	34.82	13.5%	176,260	6.9%	297,833	0.0%
Pima	61.1%	-7.1%	97.47	4.9%	59.52	-2.4%	869,493	-5.3%	1,423,851	2.0%
Pinal	60.3%	-7.9%	72.11	3.0%	43.45	-5.1%	80,753	-7.4%	134,013	0.5%
Santa Cruz	60.8%	-8.8%	73.16	5.6%	44.48	-3.7%	53,634	-8.8%	88,228	0.0%
Yavapai	60.0%	-5.3%	124.98	10.1%	74.97	4.2%	254,843	-3.2%	424,855	2.3%
Yuma	61.3%	-17.5%	75.55	3.3%	46.31	-14.7%	168,199	-8.1%	274,414	11.8%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

\* % change compared to last year